

Maggie Campbell

PROFESSIONAL SERVICES
EXECUTIVE
ENTREPRENEUR

CONTACT ME

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- 49 Garrison Loop | Ladera Ranch CA

EDUCATION

- BACHELORS OF ARTS**
2003 - 2007 / Gonzaga University
- UX/UI CONTINUING EDUATION**
2018 / University of California, Irvine

TECHNICAL

- PMBOK
- Waterfall & Agile
- Project Scheduling
- Project Budgets
- Requirements
- User Interviews
- Decision Diagraming
- Client Communication
- Information Architecture
- User & Buyer Personas
- User Acceptance Testing (UAT)
- Storytelling
- Journey Mapping
- Prototyping
- Wireframes
- Mockups
- User Research

TOOLS

- Microsoft Project
- Jira
- Trello
- Zendesk
- MS DevOps
- Clarizen
- Webflow
- InDesign
- Adobe XD
- Illustrator
- Photoshop
- Camtasia
- InVision
- Wordpress

With a passion for people, human-centered problem-solving and expectation management, I strengthen teams by empowering others. You will recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

EXPERTISE & SKILLS

PROFESSIONAL

- Asking the right questions
- Brand management & UX writing
- Organizing complexity
- Communication strategies

PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

WORK EXPERIENCE

- 2015 - Present
electric duck designs
Ladera Ranch, CA
 - DESIGNER SIDE HUSTLE**
 - Proven product and service strategies
 - Identifying design and technical gaps
 - Brokers buy-in and aligns resources to facilitate interdepartmental change management
 - Creates and leads adoption of new software tools and techniques in any verticle of business
- 2013 - Present
Project Insight
Costa Mesa, CA
 - PRODUCT MANAGER | PROJECT MANAGER**
DIRECTOR OF CUSTOMER SUCCESS
 - Product roadmap, product interface, & interaction designs per user interviews
 - Designed in-app feedback model that increased average user feedback by 900% vs previous email campaigns
 - “Ticket to UI improvement initiative” resulted in 63% reduction in backlog tickets
 - Lead Sprint meetings
 - Usability writer for product support content on our public website, blogs, social media, etc.
 - User engagement interface campaign increased user Help Center engagement by 33%
 - Research, test, and advise on industry software trends, behaviors, and practices
 - Scope and design integrations, custom reporting, and new features
- 2008 - 2013
Chase Bank
Laguna Niguel, CA
 - ASSISTANT BRANCH MANAGER**
 - Promoted from Teller to Sales Assistant to Assistant Branch Manager
 - Managed 18 employees for accuracy and sales
 - Developed corrective action and performance reviews for branch employees
 - Career development and personalized action plans with employees